



USAID | UKRAINE

FROM THE AMERICAN PEOPLE

CIVIL SOCIETY AND MEDIA



Photo: courtesy of UCAN

Civil society taking root in Ukraine

CHALLENGE

Civil society capacity to participate actively and effectively in all spheres of public life varies widely across Ukraine. Civic groups are not yet taking advantage of opportunities to band together effectively, whether on specific issues or otherwise. The media is not effectively fulfilling its oversight and public service role due to lack of professionalism; influence of narrow commercial and political interests; inadequate protections for journalists; lack of knowledge of investigative reporting techniques; gaps in laws and regulations governing access to information, and lack of practical knowledge on utilizing existing rights and legal protections.

PROGRAM OBJECTIVES

- Foster civic activism
- Support development of NGOs
- Foster NGO sustainability
- Develop a more professional media to better perform its oversight and public service role
- Foster the sustainability of media support organizations
- Improve NGO and media enabling legal environment

OVERVIEW

NGOs and independent media play an important role in safeguarding democratic and pluralistic values and fostering accountable governance. USAID assistance helps consolidate Ukraine's democratic advances by promoting independent media and encouraging civil society development. USAID programs support NGOs in broadening and deepening their influence, diversifying sources of funding, and sharing successful strategies with other organizations. USAID assistance helps independent media develop a plurality of news sources, increase professionalism, improve management, and cultivate strong supporting institutions for the sector.

OUR PROGRAMS

Civil Society Development

USAID's civil society programs aim to foster civic activism and build the long-term sustainability of civil society organizations through the activities of the *Eurasia Foundation* and the new *Ukraine National Initiatives to Enhance Reforms* (UNITER) project, implemented by PACT Inc. UNITER works to strengthen the organizational capacity of leading Ukrainian NGOs to better represent citizen interests and drive the reform agenda through more effective advocacy, monitoring and activism. The program addresses the financial viability and technical capabilities of leader NGOs and the NGO enabling environment. The *Eurasia Foundation* (EF) and its recently launched Ukrainian legacy organization, the *East Europe Foundation* (EEF), mobilize public and private resources for community, social, and economic development. EF and EEF focus on six program areas, including the promotion of corporate social responsibility, local economic development, sustainable solutions for vulnerable groups, municipal partnerships, business and economics education, and building capacity to govern justly and fairly.

Media Development

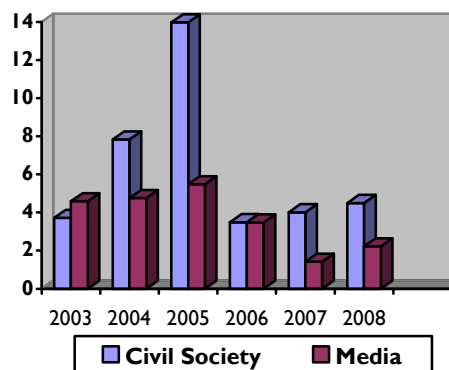
The *Strengthening Independent Media in Ukraine* (U-Media) program aims to protect the right of free speech, promote fair professional practices, increase the availability and quality of news, and develop a more professional media to better perform its oversight and public service role.

PROGRAM HIGHLIGHTS

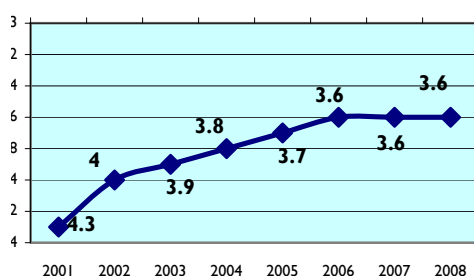
Civil Society Development

In 2008, the *Ukraine Citizens Action Network* (UCAN) project, implemented by ISC, strengthened the organizational capacity of a core group of leading Ukrainian NGOs. UCAN enhanced NGO technical capabilities in the areas of advocacy, organizational development, grant-making, and legal expertise. Together, these NGOs provide critical support to third sector development,

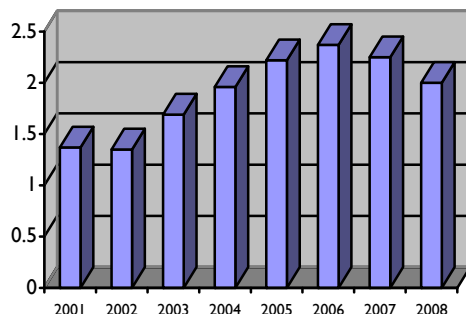
USAID Civic Society/Media Budgets, FY 03-08



NGO Sustainability Index (7→1)

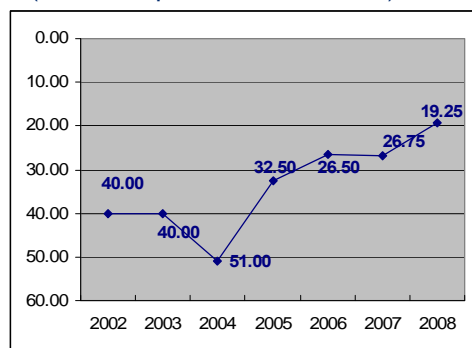


Media Sustainability Index (0→4)



Press Freedom Index (100→1)

(Source: Reporters Sans Frontier)



Implementing Partners

Civic Society Programs: Pact Inc,
the Eurasia Foundation
Media Development Programs:
Internews Network

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including training, resource mobilization and re-granting, policy analysis, legal support, information services and the development of an ethics code. As a result of UCAN support in 2008, the partner NGOs are better governed and managed with improved services, strengthened positions as sector leaders, and enhanced potential to achieve financial viability and expand their cooperation with government and the private sector. In 2008, UCAN partners advocated for 16 important regulations and legal modifications for NGOs, including approval of the first ever concept for governmental support of civil society development, as well as the action plan for its implementation.

In 2008, the *Eurasia Foundation* (EF) and its local partner *East Europe Foundation* (EEF) launched a campaign to promote Corporate Social Responsibility (CSR) and raised more than \$110,000 from a dozen companies. With these funds, EEF held training seminars on CSR for 245 journalists in 7 cities. EEF's weekly CSR bulletin is the top CSR news source in Ukraine, with more than 4000 subscribers. The CSR website www.csrukraine.org.ua gets more than 1,000 independent visits per month. In 2008, EEF attracted more than \$600,000 in corporate funding from more than 20 corporations, including *Telenor*, *BBH Carlsberg*, *ArcelorMittal*, *Rusal*, *SCM*, *DTEK* and *Philip Morris*. With these funds, EEF is supporting projects to introduce international CSR standards and improve legislation to stimulate private philanthropy and facilitate charitable giving in Ukraine. EEF's *Municipal Partnerships for Better Energy Use* project attracted more than \$300,000 in direct funding from the Finnish, Norwegian and Dutch governments, the OSCE, Telenor and DTEK, as well as \$60,000 in co-funding from local Ukrainian sources. This energy efficiency initiative established 20 local partnerships to promote solar, wind, biogas power, and other alternative energy sources. The project helped local communities save up to 60% in energy costs at kindergartens, schools, museums, community centers, libraries and social assistance centers.

Media Development

In 2008, *Internews Network* and its Ukrainian media partners (*Internews Ukraine*, *Independent Association of Broadcasters*, *Media Law Institute*, *Media Lawyers Association*, *Telekritika*, *Ukrainian Association of Press Publishers* and others) conducted trainings for 264 broadcast and print journalists on news reporting standards, investigative journalism, new media (blogcamps), and social issues such as climate change, energy, trafficking, HIV/AIDS and other issues. Partners also conducted advocacy campaigns (primarily against *jeansa* – hidden advertising), as well as monitoring and analysis of media standards, and increased the distribution and readership of their respective newsletters, websites and magazines. These efforts contributed to an increase in broadcast and print quality while improving financial viability. *Internews Network's* partners worked on media legislation, provided legal support and assistance, and participated in key decision-making committees and councils, including the *Public Council on Freedom of Speech and Information*, an advisory body to the *Parliamentary Freedom of Speech Committee*, and the *President's National Commission on Freedom of Speech and Development of the Information Sphere*. In 2008, media partners introduced positive changes to Draft Laws on Advertising, on TV and Radio Broadcasting, Public Service Broadcasting, Transparency of Ownership and Access to Information Law.

For more information, please contact **USAID/Ukraine Development Outreach & Communications**, tel. (380 44) 537 4600 or visit <http://ukraine.usaid.gov>